



SBDC CLIENT SUCCESS

SBDC at Big Sky Economic Development

-Billings, MT-

Belle en Blanc Bridal Boutique



Background:

Taryn Reitz engaged SBDC services to refine her business plan for a start-up bridal boutique. She needed assistance with drafting a plan she intended to present to a local lender in order to obtain financing for her venture. She also needed assistance with market research, financial budgeting, marketing, commercial leasing, accounting, inventory, and loan packaging.

Assistance:

Taryn had a strong business sense and a background in marketing but lacked the ability to put together a business plan and projections that would accurately forecast the viability of her business. She also needed guidance regarding various aspects of getting started and where to turn for each detail.

The SBDC Director at Big Sky Economic Development partnered with Taryn to draft and complete a thorough business plan complete with well supported financial projections based on credible market research. In addition, the plan considered all aspects of the business including: operations, products and services, management of the organization, startup expenses and capitalization, architect plans, bids for lease hold improvements, inventory suppliers, resume, personal financial statement, and market industry studies. Taryn worked with the SBDC Director throughout the process of obtaining her loan. After approval she continued to work with the center to carry out the steps needed to be ready to open. Taryn continues to work with SBDC as well as refer clients for services.

Impact:

Belle en Blanc opened their doors on February 1st of 2014 with a bang. The store is already doing extremely well. Taryn was able to secure an SBA loan through Stockman bank which enabled her to cover all of her startup expenses and working capital. Taryn has two part-time employees and has sub-leased part of her space to local photographers which has enabled the emergence of a strategic partnership. Her current focus is continued marketing and networking events designed for new brides.



For more SBDC Client Success Stories, visit:

http://www.sbdc.mt.gov/success_stores.mcpv